

START THE NEW YEAR RIGHT---BE ONE OF THE FIRST TO ATTEND OUR GREAT JANUARY CLEARANCE SALE



COMMENCING PROMPTLY MONDAY, JANUARY 4, AT 8 A. M.

Our Greatest Price-Reducing Event And Your Best Economizing Time is Now Here!

This Great January Mark-Down Sale is an event of vital, dynamic, money-saving opportunities. Its scope is boundless. Everything in the store, without a single exception, is sacrificed to force a decisive clearance. Profits are wiped out, unthought-of. Cost prices prevail, but even cost prices are relentlessly undersold where stocks are especially heavy.

This clearance simply means that everything has got to go—that decks must be cleared for our spring campaign. This clearance is opportunity and opportunity is knocking at your door and tremendous savings await your coming.

We never carry goods over a season. It's a store policy—one of the unbreakable rules of our business. We dispose of our goods while they are new and seasonable. We stop at no sacrifices to effect absolute clearance of one season's goods before embarking on a new season's campaign. No eight months of rest in moth balls for our merchandise.

SAVING CHANCES WITHOUT A PARALLEL!



Now Going at
HALF PRICE
All Ladies' and Misses'
SUITS
FURS AND
COATS
Every Piece New Winter Stock.
All Profit Sacrificed
on
Silks, Dress Goods,
Trimmings, Linings,
Ready-To-Wear Garments
of Every Description,
Underwear, Corsets,
Hosiery, Gloves,
Handkerchiefs,
(Etc. Etc. Etc.)



MOST SENSATIONAL SACRIFICE OF ALL
Draperies, Couch Covers,
Table Linens, Napkins,
White Goods, Towels,
Sheets, Cases,
Flannels, Outings,
Laces, Embroideries,
Ribbons, Notions,
Baby Bonnets,
Infants' Wear,
Jewelry, Umbrellas,
Leather Goods,
Etc. Etc. Etc.

The Most Remarkable Values in Our Entire History!

This year we meet the "Clearance" prices with immense stocks of Winter Goods. These stocks must be removed--cleared out--sold completely and quickly. Because stocks are especially big, prices have been made remarkably small. This is your opportunity extraordinary to buy worthy, desirable merchandise at wholesale prices and less. No need to dilate on these facts; words are inadequate to give apt expression to the economies presented here. Everybody knows, appreciates and patronizes our Semi-Annual Clearance events. But we must emphasize the fact that this clearance event offers more bargains and better bargains than any previous "Clearance" sale we have ever held.

REMEMBER, EVERYTHING **AT COST AND LESS THAN COST** IN THIS GREAT CLEARANCE SALE